

WASHINGTON, D. C., SUNDAY MORNING, JULY 24, 1910.

**Best Granulated
Sugar,
2 lb. for
9c.**

This Coupon and
6c entitles the bear-
er to TWO pounds
of Best Granulated
Sugar, Monday,
July 25.

**39c TOKIO SILKS,
Pre-Inventory Sale Price,
18c a Yard.**

These Beautiful, Soft, Lustrous Tokio Silks need
no introduction to Washington women. All pure
silk, with a slight mixture of linen to give strength
and durability. Ideal material for handsome
dresses.

In plain colors, self-colored dots and satin
stripes.

Colors include old rose, tan, champagne, brown,
maize, cardinal, garnet, pink, light blue, cadet,
copenhagen, reseda, new green, light and dark
gray, cream and white.

Regular price, 39c a yard. Clearance price, 18c
(Wash Goods Dept.)

**5c Cards of
Pearl
Buttons,
3c Doz.**

This Coupon and
2c entitles the
bearer to card of
one dozen Good
Quality Fresh
Water White Pearl
Buttons, in all
sizes. (Notion
Dept.)

**STORE
HOURS:**

We close at 5 o'clock daily excepting Saturdays.
Close Saturdays during July and August at SIX
O'CLOCK. SHOP EARLY.

"It Pays to Deal at Goldenberg's"

Goldenberg's

Seventh and K "The Dependable Store"

**25c Sterling
Silver
Thimbles,
14c.**

This Coupon and
14c entitles the
bearer to regular
25c Sterling Silver
Thimble, all sizes.
Choice of plain or
etched band.
(Jewelry Dept.)

**6x9 Matting Rugs,
Regular \$2.00 Value,
At 89c.**

40 of these 6x9-ft. Japanese Matting
Rugs to be closed out at 89c each. Better
act promptly if you want one.

They are close-woven on cotton chain,
in handsome medallion and conventional de-
signs of red, green and tan.

**5c Cakes of
Sweetheart
Soap,
2 for 6c.**

This Coupon and
6c entitles the bear-
er to TWO Regular
5c Size Cakes of
Sweetheart Soap,
for use in bath.
Monday, July 25.

**40-in. Nainsook, 98c
12-Yard Pieces at****Regular Price, \$1.75.**

200 pieces of English Nainsook—40 inches
wide (note the unusual width)—offered tomorrow at
98c each.

Soft chambray finish for making cool underclothes.

Each piece is warranted to contain 12 yards.

Sale price, 98c a piece instead of \$1.75.



Tomorrow we inaugurate our half-yearly PRE- INVENTORY SALE — an event
that has for its purpose the closing out of stock we do not wish to count in our stock-tak-
ing. It is one of the store's most important money-saving events—so understood and appreciated by regu-
lar patrons who have shared in former clearance sales.

In carrying out our policy of selling in season all reasonable goods instead of waiting until the season is
over, prices have been marked down regardless of cost or former selling figures.

Extraordinary economies abound on all sides. To
the thrifty buyer this Pre-Inventory Sale means oppor-
tunity-time—it means that you can supply your needs
for the present and future at astonishingly low prices.
Remember the hot weather yet ahead and see

how little it costs to be comfortable.

Every department in the store is in line with its
share of stirring values. To make sure of not missing
any of the good things you should read every line of
this advertisement.

**75c and 85c Linoleum
at 29c a Square Yard.**

A lot of Cook's Heavy-weight Cork-filled Printed
Linoleums, in 8-quarter width, offered at a price that's
less than present mill cost. Pull rolls included, so you
may buy just as much as your need calls for.

In light and dark colorings, showing mosaic, tiling,
inlaid and parquet flooring designs.

Grades usually sold at 75c and 85c for 29c a square
yard.

**35c Colored Poplins.
Finest Yarn Mercerized Fabrics.
Pre-Inventory Clearance Price 12½c**

Another of those sensational value-offerings certain to create a great stir tomorrow.
A clean-up of regular 35c Best Quality YARN MERCERIZED Colored Poplins at less than
actual mill cost—in a wide range of the season's choicest colors, such as tan, russet, golden brown,
old rose, light blue, navy, lavender, garnet, reseda, gray, pink, cream, apricot, catawba, white,
cream, new olive green, copenhagen, helio, etc.

To this splendid collection we've added a lot of the Fashionable Mercerized Rough Pongees, sold regularly at 25c
a yard. 12½c a yard is the Pre-Inventory Sale price that will make quick work of the entire lot.

**Summer Gloves
At Decisive Reductions.**

12 and 16 Button Length Silk
Gloves: double-tipped fingers;
mousetail style, with buttons.
Worth \$1.00 pair. Pre-in-
ventory Sale price 49c

50c Chamollette Gloves.
Pre-Inventory Sale price,
pair 29c

50c Silk Gloves; two-clasp style;
black and white. Pre-in-
ventory Sale price, pair 35c

25c Black Lisle Gloves; two-clasp;
also White Chamol-
lette. Pre-Inventory
Sale price 12½c

Pre-Inventory Sale Reductions on White Goods.

36-inch White French Percale, with
Irish linen finish. Subject to slight im-
perfections, which do not hurt the ap-
pearance or wear. Regular
price, 15c. Clearance price, 7¾c

40-inch White Lingerie Batiste. Sold
regularly at 18c a yard. Clear-
ance price, yard 9¾c

47-inch White French Lawn, extra
fine sheer grade. Sold regularly
at 20c a yard. Clearance price,
yard 14c

45-inch White India Linon; excep-
tionally fine and sheer. Sold regularly
at 25c a yard. Clearance 12½c
price, yard

Finest Quality Imported White Dim-
ity Checks, in all size single
and broken checks. Regular
19c value 12½c

36-inch White Cannon Cloth, steam
shrunk quality, with the popular Irish
linen finish. Regular 18c 10½c
value at

59c Bleached Sheets, 39c.

50 dozen 81x90 Double-bed Size Bleached Sheets, made of
good heavy-weight round thread cotton, with a welded seam in
the center for extra strength and durability.

Hand torn and ironed. Another example of the way we
sacrifice profit and part of cost to affect a clearance.

12½c Bleached Pillow
Cases, 45x36 inches.
Regular size. Clearance
price 87½c

18c Bleached Pillow Cases, 45x36
inches. Regular
size. Clearance
price 11½c

**Clean-up of \$5 and \$6
Walking Skirts, \$2.69.**

To clear the racks of Summer Skirts take your choice of
these Stylish Walking Skirts of mohairs, brillantines, homespun, chevots,
diagonals, panamas and fancy mannish effects at \$2.69.

They're oddments from lines that sold at \$5 and \$6. Mostly killed or
plaided models—every skirt this season's style.

In grays, browns, navy blue and tan color.

**Women's \$12.50 Summer Dresses
Of Organdy and
Cotton Foulard, \$5.98**

We place on sale tomorrow a big lot of Women's Beautiful Summer Wash Dresses, representing a
maker's overproduction and balance of stock. They are the prettiest models seen anywhere this season,
each one being as fine and dainty as the most particular woman could desire.

Materials consist of sheer organdy and silk-finished cotton foulards, in the prettiest light figured designs and dark grounds as
well.

The new kimono sleeve effect, trimmed with plaitings of plain net and embellishments of cording on front with buttons.
Skirts are the new full effect with wide fold finish.

Made with new Dutch collar and plaitings of net.

Choice of pink, light blue, lavender, white and black, rose color, Dresden effects, polka dots and the new foulard designs.

Choice of regular \$12.50 values at \$5.98.

**\$12 Black Taffeta Silk
Braided Coats, \$4.98.**

Stylish and serviceable coats for afternoon and evening wear
in the late summer and early fall. Made of superior grade black taffeta
silk, braided all over, including sleeves, and shawl collar; finished with
turn-back cuffs.

Three-button effect front. Semi-fitting back.

We've all sizes up to 44. Sale price, \$4.98.

**Linene Coat Suits and \$2.98
Colored Tub Dresses, \$2.98**

An accumulation from recent special sales and purchases, in-
cluding Two-piece Linene Coat Suits, in several stylish designs,
and Colored Gingham One-piece Wash Dresses, in checks, stripes
and plain colors.

Sizes are somewhat broken. Be here early for best choice
of garments worth \$5.00, \$6.50 and \$8.00, at \$2.98.

**All-Over Embroidery and Lace
Princess Dresses, \$3.98**

Regular \$10.00 Values at \$3.98

This is the manufacturer's clearing time, as well as ours. We bought this lot of Handsome
Summer Frocks at an immense sacrifice because the maker wanted to wind up his season's busi-
ness.

They are Lingerie Embroidery and Lace-trimmed Dresses of soft French mull material, elab-
orately inserted with swiss embroidery, combined with insertions of point venise lace.

In dainty shades of lavender, pink, light blue and white.

The identical style and quality dresses sold in other stores at ten dollars. Here tomorrow at \$3.98.

**Women's 25c Stockings,
12½c Pair. Cobweb Gauze Lisle
and Lace Patterns.**

A clean-up of Women's Summer Hosiery, consisting of cob-
web Gauze Lisle Stockings, fine sheer quality, with double heel
and toe, also Lace Stockings. Staple 25c kinds.

Choice of pink, light blue, Nile, helio, dark green and other
shades in the lisle hosiery and gray and tan in the lace.

Pre-Inventory Sale price, 12½c a pair.

Women's Fancy-colored Gauze
Lisle Hose; full regular made; some
plain; others in all-over and lace-
boot effects; colors of rose, lavender,
smoke, light gray, etc. etc. Regu-
lar 30c values. Pre-in-
ventory Sale price, pair 35c

Women's Light and Dark Tan
Hose; very fine quality; made with
double heel and toe. Regular 20c
values. Pre-Inventory
Sale price 25c

**12½c Yard-Wide
"Fruit-of-the Loom"
Cotton, 8¾c Yard.**

The genuine "Fruit-of-the-
Loom" Muslin—the best known
and most popular cotton pro-
duced—offered tomorrow at less
than present mill cost.

Full 36 inches wide—each
piece bears the "Fruit-of-the-
Loom" trade-mark stamp.

Always sold at 12½c a yard.

Pre-Inventory Sale price, 8¾c a
yard.

**\$1.75 White Spreads
At \$1.19 Each.**

20 dozen White Crochet Spreads;
extra large size for double beds.
With heavy raised Marseille pat-
terns. Pearl hemmed ready to use.
Reduced from \$1.75 to \$1.19 each.

**40-in. Printed Lawns, 87c
Regular 20c Value at, Yard 88c**

Sharp and decisive reductions mark our preparations for inventory in the Wash Goods De-
partment. One of the biggest value offerings of the entire summer season is this offering of regu-
lar 20c Printed Lawns at 87c a yard.

It is 40 inches wide—note the unusual width—and is shown in an unlimited variety of new
and exclusive styles. All white grounds with dainty printings of stripes, figures, scrolls and
conventional designs.

Nothing prettier or more desirable for cool summer dresses.

**LARGE ROOM-SIZE RUGS
Have Been Sharply Reduced.**

It will pay you to anticipate your fall and winter needs now while clearance prices rule on
these Large Room-Size Rugs. It is clearing time for them—and this is the way we have sacrificed
the values.

ROOM-SIZE ANIMATED RUGS, size 8 feet 3 inches
by 10 feet 6 inches; best high-pile fabric. The well
known Alexander Smith & Sons' make. Perfectly
matched designs—samples of 1910 fall patterns. Choice
of floral, conventional and oriental effects in various rich
colorings. Regular price, \$25.00. Reduced
to \$14.75

LARGEST ROOM-SIZE BRUSSELS RUGS (9x12
feet), made in one piece. In floral, medallion and
conventional designs to harmonize with any room decora-
tion; heavy hemmed ends, a feature that
prevents curling. Regular price, \$18.00.
Reduced to \$10.75

**25c Colored Dress Linen, 12½c Yd.
Pre-Inventory Sale Price**

Under the influence of our rigid rule of clearance down comes the price of these Handsome
Colored Dress Linens at half original cost! Truly a sensational sacrifice.

The lot includes 30-inch Pongee Linen and 36-inch Plain Dress Linens, in the following de-
sirable shades:

Old Rose . . . Helio . . . Reseda . . . Pink . . . Mulberry . . . Copenhagen . . . Gray . . . Light Blue . . . Cadet . . . Black, etc.

Such price-cutting right in the midst of need-time on the most-sought-after summer dress materials means that
this store will be the center of bargain interest tomorrow.

Monday's Coupon Sales.

5c Cornstarch, 2 for 6c.
This Coupon and 6c for TWO
regular 5c packages of Continental
brand Cornstarch.

5c Laundry Soap,
2 for 6c.
This Coupon and 6c for TWO
regular 5c packages of Swift &
Co.'s Golden Olefin Laundry Soap.

5c Md. Biscuit,
2 for 6c.
This Coupon and 6c for TWO
regular 5c packages of Maryland
Biscuit Co.'s Lunch Crackers,
Baby Snaps or Maryland Biscuit.

12c June Peas,
2 for 13c.
This Coupon and 13c for TWO
regular 12c cans of Early June
Peas; select quality.

10c Macaroni, 6c.
This Coupon and 6c for regular
10c box of best quality
Macaroni.

15c Talcum, 7c.
This Coupon and 7c for regular
15c box of Munyon's Famous Witch
Hazel Talcum Powder.

Ammonia, 4c Bottle.
This Coupon and 4c for large
size bottle of Household Am-
monia; full strength.

25c Danderine, 15c.
This Coupon and 15c for regular
25c size bottle of Danderine; for
the hair and scalp.

10c Bromo Seltzer, 5c.
This Coupon and 5c for regular
10c size bottle of Emerson's Bromo
Seltzer; the well known cure for
headache.

Final Clearance of**Women's Silk Dresses.****\$8.98 For Choice of Values
Worth Up to \$20 & \$25.**

That's the way we sacrifice values when clearance is desired.
Plenty of wearing time ahead to enjoy the pleasure of these
Handsome Silk Dresses, and the price we name for them is but
a small part of the original cost.

The lot consists of Plain Taffetas, Messalines, Check and Striped Taffetas,
etc. All prettily trimmed in a wide range of this season's most effec-
tive designs, with yokes and front, finished with dainty lace cuffs and all-
over sunburst plaided effects.

Choice of black and leading shades.

**Men's 50c Underwear
Reduced to 25c.**

This Pre-Inventory Clearance Sale brings forward some re-
markable values in Men's Underwear, and halved prices are the
rule to clean up odds and ends of regular stock.

At 25c a garment choice is offered of several lines of Men's Regular 50c
Summer Underwear, including Morris-make Athletic Underwear of check
nainsook, striped and figured madras and cambric; also Egyptian Balbriggan
Underwear; shirts and drawers to match.

All regular 50c garments at 25c each.

Men's 50c "Lawrence Mills" Un-
derwear, of fine Egyptian Balbrig-
gan; shirts with short sleeves;
drawers with double bicycle seat;
all sizes. Always sold at
50c. Clearance price 29c

Men's 75c White Plaided Neglige
Shirts; extra full cut and perfect
fitting; choice of five different
styles of plaids. Clearance
Sale price 39c

**18c China Mattings, \$3.98
40-Yd. Rolls, at**

We've just 31 rolls to sell at this astonishingly low price—
not enough to supply those who come late.

It is the Heavy-weight Seamless China Matting, close-woven, smooth-
finish straw, in check and stripe patterns of red, green and blue. Strictly
reversible kind that gives double service.

Regular price, 18c a yard. Clearance price, \$3.98 for rolls containing 40
yards.

30c MATTINGS—30 rolls of Fine Quality 180-warp Japanese Mattings,
in handsome carpet designs. Various two-color combinations, such as red,
tan, blue and green. Close-woven, smooth-finish, long-straw,
special machine-finish edge. Strictly reversible quality.

Regular price, 30c a yard. Clearance price, yard 12½c

Clearance Sale Footwear,**Values Worth \$2, \$2.50 and \$3. \$1.69 For Women, Misses
and Children.**

Lines that have become broken in size and other footwear we do not wish to count in our
stock-taking go to make up this big clearance offering of Summer Shoes at \$1.69 a pair.

Choice of a range of styles that meets every requirement.

Women's Low Shoes, including Ankle-strap Pumps, Eclipse Ties, Sailor and Blucher Ties,
Two and Three Button Oxfords. Welt and McKay sewed soles. High and low heels. Tipped
and plain toes.

Sizes 2 to 7, A to E widths. All leathers—tan calf, brown kid, gun metal calf, patent calf
and black suede.

Misses' and Children's Oxfords and Ankle-strap
Pumps, in tan, black, suede and patent leather, also
white buckskin. Sizes 8½ to 12, and growing girls'
sizes from 2½ to 5.

Boys' Blucher Oxfords, in gun metal, patent calf
and tan kid; hand-sewed welt and McKay sewed. Sizes
11 to 13½ and 1 to 5½.

Choice of regular \$2, \$2.50 and \$3 values at \$1.69 pair.

**Remarkable Pre-Inventory Sale Reductions on
Embroideries and Laces.**

5c Linen Lace Insert-
ions; assorted designs.
Pre-Inventory Sale price,
yard 27½c

10c Nainsook Embroidery, in
dainty baby patterns. Pre-
Inventory Sale price, yard 5c

5c and 8c Embroidery
Edges; assorted pat-
terns. Pre-Inventory
Sale price, yard 3½c

12½c Swiss Embroidery
Insertions, in baby pat-
terns. Pre-Inventory
Sale price, yard 7½c

10c and 25c Swiss Embroidery
Edges; finest needle-
work patterns. Pre-
Inventory Sale price,
yard 12½c

25c Swiss Embroidery Bands; wide
widths; good variety
of patterns. Pre-in-
ventory Sale price,
yard 12½c

10c and 12½c Valenciennes Laces;
edges and insertions in the lot. Good
assortment of patterns. Choice of
German, French and Italian vals.
Pre-Inventory Sale price,
yard 5c

10c Swiss Embroidery
Waist Fronting, ½-yard
lengths 29c

50c Swiss Embroidery Flouncings;
18 inches wide; various
designs. Pre-Inventory
Sale price, yard 29c

50c Corset Cover Embroidery;
ribbon heading edge. Pre-
Inventory Sale price, yard 29c

25c and 20c Embroidery Skirting;
fine quality swiss and
nainsook. Pre-Inventory
Sale price, yard 19c

100 Swiss Embroidery Flouncings;
full 45 inches wide; various
patterns. Pre-Inventory
Sale price, yard 50c

\$1.20 and \$2.00 Swiss Embroidery
Shirt Waist Frontings, ¾-
yard lengths 59c

\$1.00 and \$1.50 Swiss All-over Em-
broderies; 22 inches wide; good as-
sortment of patterns. Pre-
Inventory Sale price, yard 65c

Special lot of Valenciennes Laces,
Edgings and Insertions; a large
variety of new and dainty patterns;
suitable for trimming dresses,
waists, lingerie, etc. Full 12 yards
in each piece. Values worth 25c
and 30c. Pre-Inventory Sale
price 15c

50c and 75c Black Silk Jettied
Bands. Pre-Inventory Sale
price 29c

Two-yard-wide Dress Nets, in
white, butter and arabic colors; fine
mesh. Regular 50c value.
Pre-Inventory Sale price,
yard 26c

75c Silk Dotted Hat Net;
42 inches wide. Pre-in-
ventory Sale price, yard 44c

\$1.00 Tucked and Embroidered
Dress Nets; 24 inches wide.
Pre-Inventory Sale price,
yard 55c

**\$1.50 and \$2 Nottingham
Lace Curtains, 98c Pair.**

About 200 pairs in the lot, one to six pairs of a pattern.
In white and Arabian shades. 3 and 3½ yards long, 50 and 54 inches wide.
Good quality round thread Nottingham Curtains, in a number of pretty pat-
terns.

Pre-Inventory Clearance price, 98c a pair.

**60-in. Table Damask, 29c Yd.
Regular 45c Value.**

Get a supply of this excellent quality Table Damask while the price is down to
rock bottom.

60-inch Bleached Satin Damask, with handsome mercerized finish that is
guaranteed permanent and which washing cannot affect.

Excellent grade for general wear. Choice of seven patterns.

**These \$10 Tan Linen \$3.98
Tailored Suits Now - - \$3.98**

Tan Linen Suits are at the height of their popularity just
now, and here's your chance to secure one at a very small cost.

Women's regular \$10 Tan Linen Suits, made of tan Holland linen; coats
in fashionable length, with plain tailored collar and revers and neat turn-
back cuffs.

Wide skirted skirts, with correct flare and wide hem.

**Ribbed Underwear
at Clearance Prices.**

Medium-weight Underwear; shirts
high neck, long and short
sleeves, and knee
pants. Pre-Inventory 12½c
Sale price, garment

Women's Gauze Union Suits; low
neck, sleeveless; silk-trimmed
arms. Regular 50c, 60c
and 75c values. Pre-in-
ventory Sale price, each 35c

Women's Gauze Vests; pure lisle,
in colors and white; plain and hand-
crocheted yokes. Regular 50c and
75c values. Pre-Inventory
Sale price, each 35c

Women's Pure Lisle Union Suits;
low neck, sleeveless; silk-trimmed
neck and arms. Regular \$1.25
value. Pre-Inventory Sale
price 50c

Women's Sleeveless Vests; low
neck; silk-trimmed neck and arms;
plain and crocheted yokes.
Regular 30c value. Pre-in-
ventory Sale price 25c

Boys' Balbriggan and "Porosknit"
Underwear; shirts high neck, short
sleeves; knee
drawers. Pre-Inventory Sale price 17c